



e-news

from the Photographic Alliance of Great Britain

PUBLICISING AND REPORTING YOUR COMPETITIONS AND EVENTS

e-news welcomes the opportunity to promote and publicise competitions, events and activities which will be of interest to our readers.

However, please bear in mind that **e-news** is a National publication, and events and activities which are only likely to interest Club members in your local area are best publicised within your Federation through their own newsletter or communication channels.

I spend a lot of time on our newsletter, and it really helps if you can provide your articles in a suitable format.

- 1 No guarantee can be given that there will be sufficient space in any issue, but the earlier you can provide material the better. I can sometimes run it at the last minute but giving me it well beforehand means there is more chance of success. **e-news** is normally issued around the 1st and the 15th of each month and I work on it continuously so that it is often complete before those dates. Priority has to be given to PAGB events, our corporate sponsors and to paid advertisements and I try very hard to limit each issue to 14 pages.
- 2 So, if you send me your information less than 1 month prior to the event, I am unlikely to be able to publish it in time. Ideally, you should send me copy at least 2-3 months prior to the date of your event. Even earlier if you want people to put it in their diaries. I am happy to repeat notices of important competitions and events over more than one issue.
- 3 You can send me your notice as complete artwork in jpeg format and you can see suitable dimensions [HERE](#). The commonest artwork I am sent is an A4 poster which is the least useful possible. I can seldom provide a full page and a portrait format advert squashed into a corner of a page is not eye catching. Horizontal formats are more effective. I can embed one link provided by you.

- 4 You can also send me words and images and, given sufficient time, I will be happy to arrange the layout. The words should be sent in MSWord or PDF or in the body of an e-mail. We reserve the right to edit although this will be sympathetic. You may also provide a link which can be embedded in the article.
- 5 Images should be sent as jpeg saved at Q10, not smaller than 1000px on the long side. I can easily resize larger files, but not smaller files **PLEASE NOTE** that they should be file-named “Photo Title by Author Name” which will be embedded on the image if it needs a credit or if it appears on our website. I use an automated process and, unless I undertake the tedium of renaming your files, whatever you have named it will appear on the image. Please do not send images with extended margins or set on black backgrounds.
- 6 If you are sending from a Mac to my PC, please be aware that, unless you Zip file them, I will get the images in the body of the e-mail without filenames. If you use services such as wetransfer or dropbox, please confirm by e-mail or I may miss it.
- 7 When compiling reports of completions and events, be aware that images are as important as words. For PAGB Events we have the ability to upload a large number of images to our website even if they cannot all be included in **e-news**.
- 8 Interesting, fully illustrated articles by, or about, individual Clubs or photographers in your Federation are also welcome, especially if there is a story to tell about a project, an exhibition, a journey or a challenge. Unless otherwise agreed, an article should comprise 100-400 words and 4-8 images. More can be provided, if you wish, for the Editor to choose from. All the images will be available to view on the e-news website, even if they cannot all be used in the newsletter.
- 9 **e-news** uses a professional distributor for the notification to readers. Paying adverts help defray this cost and can be extremely effective for the advertiser. Please encourage any prospective advertiser, however small, to contact me to discuss how we can help. You can refer them [HERE](#) for more information but mention that smaller enterprises will be offered much better prices than those shown in that document.

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